

Mitten's Furniture Appliance & Electronics—171 S. Central Avenue

Mitten's Furniture, Appliances and Electronics was started in 1938 by Clarence W. Mitten, Sr. in his living room. The business expanded into a portion of the Karau's Supermarket building in 1942. The appliance business was tough in the World War II time period due to the fact that the metal for appliance was diverted into the war effort.



Mitten's Furniture Appliance & Electronics located at 171 South Central Avenue, May 2012.

Karau's growth in 1946 forced Mitten's to find a new location and in essence pushed them to grow. In 1946, Clarence Mitten, Jr. was back from the war and joined into a partnership with his father to purchase the Spot Café building at 413 South Central. The business diversified into appliances, televisions, records, stereos, sewing machines, and juke boxes.

Clarence Mitten, Jr. purchased the entire business from his father in 1958, I After 19 years in the 2,000 square foot location Mitten's again face growing pains. The next move would be a big one and Clarence decided that it was time to take on a partner. In 1965, Mitten formed a partnership with Herman Kaufman, the business was incorporated and Mitten's purchased the Leath Furniture building at 434 South Central. This building was 10,000 square feet and nearly impossible to fill with merchandise.

As time passed Clarence and Herman looked at their long range plans and decided to take on partners. In 1978, they sold stock in the company to key employees, Clarence (Bill Mitten, III, Chuck Kaufman and Wayne Radlinger.) At the age of 65 in 1986 Clarence Mitten, Jr. sold control of the company and retired.

Growing pains struck again in 1989 and Mitten's purchased the original Woolworth building at 171 South Central. This was a move into a 46,000 square foot facility and Mitten's expanded their product base into full lines of furniture. Herman Kaufman (hired by Clarence Mitten, Sr. at the age of 18 and had a 47 year career at Mitten's) took a major part in the last expansion and retired from the company in 1993 at the age of 65.

Mitten's Furniture, Appliances & Electronics is currently a leading independent retailer in Central Wisconsin, employs 17 people and is owned by Clarence (Bill) Mitten, III, Chuck Kaufman, and Wayne Radlinger.

*Submitted by Mitten's,
Marshfield, WI*

If you have any additional information (including pictures) regarding this business or location, we would really appreciate you contacting us and sharing. We will add information whenever possible.

For questions, or for sharing additional information, please contact us at schnitz1@charter.net. Please include what story the information relates to. Attach your text information in the form of a word document, please no PDF's. Photos should preferably be in jpeg format.

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